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ORIGIN ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 USIA-15 AID-20 PA-04

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DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA/CAR:KNROGERS

EB/CBA/OCA:JSIMMONS

COMMERCE:OIM/BIC:WSLYNCH

COMMERCE:OIM/BIC:HAIDAR

USIA/ILA:DBALBRIGHT

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FM SECSTATE WASHDC

TO AMEMBASSY GEORGETOWN

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E.O. 11652: N/A

TAGS: BEXP, AFSP, GY

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - GUYANA

REF: (A) GEORGETOWN 1836; (B) GEORGETOWN 1843

1. ACTION STAFF FOR GUYANA CAP HAS BEEN ESTABLISHED AS
FOLLOWS:

STATE: ARA/CAR, CHIEF OF GUYANA POLITICAL/ECONOMIC
AFFAIRS, KENNETH N. ROGERS; ARA/ECP, DEPUTY REGIONAL COM-
MERCIAL COORDINATOR, EDWARD M. COHEN; EB/CBA/OCA, LIAISON
OFFICER FOR ARA, JOHN SIMMONS.

COMMERCE: OIM/BIC, DEPUTY ASSISTANT SECRETARY, WILLIAM S.
LYNCH; GUYANA COUNTRY SPECIALIST, WALTER HAIDAR.

USIA - ILA, GUYANA PROGRAM OFFICER, D. BRUCE ALBRIGHT.

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2. ACTION STAFF HAS REVIEWED EMBASSY'S PROPOSED CAP

(REFA) AND PROVIDES FOLLOWING COMMENTS:

(A) THE CAP REFLECTS COMMENDABLE RESOURCEFULNESS AND WILLINGNESS ON THE EMBASSY'S PART TO UNDERTAKE NEW INITIATIVES. WE VIEW THE CAP AS A SET OF INITIAL, TRANSITIONAL OBJECTIVES AND ACTIONS WHICH SHOULD LEAD PROMPTLY TO THE IDENTIFICATION AND EXPLOITATION OF ESPECIALLY PROMISING

LOCAL MARKETS FOR U.S. PRODUCTS AND SERVICES. WE BELIEVE AN EFFORT SHOULD BE MADE, EVEN AT THIS LATE STAGE IN FY 1974, TO FOCUS THE CAP MORE SHARPLY ON THESE RELATIVELY PROMISING MARKETS. BELOW WE SET FORTH PROPOSALS FOR THAT PURPOSE. THESE PROPOSALS ARE NOT INTENDED TO REFLECT ADVERSELY IN ANY WAY ON THE EMBASSY'S COMMERCIAL EFFORTS TO DATE; RATHER, THEY ARE INTENDED TO HELP CHANNEL THOSE EFFORTS IN THE FUTURE ALONG PATHWAYS WHICH, FROM OUR VANTAGE POINT, SEEM FEASIBLE AND LIKELY TO LEAD TO BETTER RETURNS FOR THE EFFORTS.

(B) CONCERNING OBJECTIVE ONE, WE PROPOSE THAT THE RESULTS OF THE INQUIRIES UNDERTAKEN AS PER ACTIONS ONE THROUGH THREE BE SUMMARIZED IN A DESK STUDY AND SUBMITTED TO COMMERCE SOON AS POSSIBLE. SUCH A STUDY WOULD FACILITATE COMMERCE'S EFFORTS TO ENCOURAGE U.S. FIRMS TO RESPOND TO THE TRADE OPPORTUNITY REPORTS WHICH WE HOPE WILL ALSO FLOW OUT OF ACTIONS ONE TO THREE. ACCORDINGLY, WE PROPOSE THAT AN ACTION FOUR BE ADDED, READING: "BY MARCH 15, SUBMIT A DESK STUDY ON THE GUYANAN MARKET FOR HEAVY CONSTRUCTION EQUIPMENT, OR FOR AT LEAST ONE SUBGROUP OF SUCH EQUIPMENT, COVERING BOTH THE PUBLIC-SECTOR AND PRIVATE-SECTOR MARKETS."

(C) CONCERNING OBJECTIVE TWO, WE FIND THAT IT AND EACH ACTION LISTED UNDER IT IS WORTHWHILE BUT THEY ARE PHRASED TOO BROADLY FOR THE PURPOSES OF A CAP. A BASIC PRINCIPLE IN COMMERCIAL PROGRAMMING IS THAT EFFORTS SHOULD BE FOCUSED ON A FEW PROMISING MARKETS FOR U.S. PRODUCTS AND/OR SERVICES, RATHER THAN BE SPREAD WIDELY BUT THINLY. A CAP SHOULD BE A VEHICLE NOT SO MUCH FOR FOSTERING A GEN-
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ERAL AWARENESS OF THE EMBASSY'S COMMERCIAL FACILITIES BUT RATHER FOR BRINGING THOSE FACILITIES TO THE ATTENTION AND USE OF SPECIFIC CUSTOMERS FOR SPECIFIC U.S. PRODUCTS AND/OR SERVICES. WHAT WE WOULD LIKE TO SEE IN LIEU OF THE CURRENT OBJECTIVE TWO IS AN OBJECTIVE CALLING FOR INCREASED PENETRATION OF THE GUYANAN MARKET FOR A PARTICULAR U.S. PRODUCT OR SERVICE (I.E., A TARGET INDUSTRY, OR TARGET OF OPPORTUNITY), AS IN OBJECTIVE ONE. THEN, EACH OF THE CURRENT ACTIONS ONE THROUGH FOUR COULD BE GEARED MORE SPECIFICALLY TO SUPPORT THE REVISED OBJECTIVE. FOR

EXAMPLE, IF THE OBJECTIVE WOULD BE TO INCREASE PENETRATION OF THE GUYANAN MARKET FOR SAW-MILL MACHINERY AND EQUIPMENT, THEN ACTION ONE MIGHT BE: "IN EMBASSY'S COMMERCIAL NEWS-LETTER, FEATURE ARTICLES ON U.S. SAW-MILL MACHINERY AND EQUIPMENT, AND SEND NEWSLETTER TO ALL POTENTIAL CUSTOMERS FOR SUCH PRODUCTS. COMMERCE TO SUPPLY INFORMATION FOR SUCH ARTICLES." SIMILARLY, ACTION TWO MIGHT SPECIFY WAYS

THAT USIS WOULD HELP TO SUPPORT THIS OBJECTIVE, E.G., "USIS TO OBTAIN VIDEOTAPES FOR PRESENTATIONS TO SELECTED POTENTIAL CUSTOMERS." THE PRESENT ACTION THREE IS ALREADY AN ACTION OF THIS KIND, GEARED SPECIFICALLY TO SUPPORT THE PRODUCTS COVERED BY OBJECTIVE ONE, AND INDEED WE BELIEVE ACTION THREE SHOULD BE TRANSFERRED TO OBJECTIVE ONE, WHERE IT WOULD BE LISTED AS ACTION FIVE. WE WILL REVERT BELOW TO QUESTION OF HOW TO TRANSFORM THE CURRENT OBJECTIVE TWO AND ITS ACTIONS.

(D) CONCERNING OBJECTIVE THREE, THE STRONG EMPHASIS PLACED ON IDENTIFYING SPECIFIC SECTORS IS NOTEWORTHY, AND A NECESSARY PRELIMINARY TO FORMULATING MORE FINELY-FOCUSSED OBJECTIVES. WE PROPOSE THAT, AS SOON AS THE ACTIONS TO BE UNDERTAKEN IN SUPPORT OF OBJECTIVE THREE PERMIT THE EMBASSY TO IDENTIFY AT LEAST ONE MORE PARTICULAR TARGET INDUSTRY OR TARGET OF OPPORTUNITY TO BE GIVEN SPECIAL ATTENTION UNDER THIS CAP, THE EMBASSY REPORT IT AS THE SUBJECT OF A NEW OBJECTIVE TO BE ADDED TO THIS CAP, WITH APPROPRIATE SUPPORTING ACTIONS FOR THE NEW OBJECTIVE. THE PRESENT OBJECTIVE TWO WOULD THEN BE REMOVED FROM THE CAP (FOR SIMPLICITY'S SAKE, OBJECTIVE TWO WOULD SIMPLY BE LEFT VACANT, AND THE NEW OBJECTIVE WOULD BE NUMBERED UNCLASSIFIED UNCLASSIFIED

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FIVE); THE ACTIONS CURRENTLY LISTED UNDER OBJECTIVE TWO WOULD BE RE-ADAPTED IF AND AS APPROPRIATE UNDER OBJECTIVE ONE AND UNDER THE NEW OBJECTIVE, REWORDED IN EACH INSTANCE SO AS TO BE GEARED TO THE RESPECTIVE OBJECTIVE.

(E) ALSO CONCERNING OBJECTIVE THREE, WE AGAIN STRESS THE USEFULNESS OF FOLLOWING UP SURVEYS SUCH AS THOSE ENVISAGED IN ACTIONS ONE AND TWO BY SUMMARIZING AND SUBMITTING YOUR FINDINGS IN THE FORM OF DESK STUDIES. WITH SUCH A STUDY IN HAND, AND UPON RECEIPT OF SPECIFIC TRADE OPPORTUNITY REPORTS AS PER ACTION TWO, COMMERCE WOULD BE IN A POSITION TO SOLICIT FAVORABLE RESPONSES FROM APPROPRIATE U.S. FIRMS
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